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POSTAL REGULATORY  
COMMISSION  
OFFICE OF THE SECRETARY

March 13, 2017

Postal Regulatory Commission  
Re: Docket Number RM2017-3  
901 New York Avenue NW, Suite 200  
Washington, DC 20268-0001

Dear Commissioners:

I am writing to support that increases in postal rates remain capped to the consumer price index.

America's VetDogs – a sister organization to the Guide Dog Foundation – provides specially trained guide and service dogs to disabled veterans and first responders. These dogs provide renewed independence and self-respect to those who have sacrificed so much for country and community.

There is no greater satisfaction than when a veteran tells us his service dog has empowered him to resume the life he thought beyond his reach. And the impact of these dogs go beyond the individual – they change families too.

As the benefits guide and service dogs provide become increasingly obvious – especially dogs trained to mitigate the symptoms of PTSD for veterans – our waiting lists grow. It is imperative that we increase our donor base to meet the demand for these special animals.

Our direct mail program is vital to our operations, and its importance extends beyond the revenue it generates to fund our guide and service dog programs.

A mailing from America's VetDogs serves as an introduction of our programs and the people we serve to prospective donors. Once a connection has been formed with a donation, it allows our development department to nurture the donor relationship. As the chief executive officer of America's VetDogs, I have fostered the growth of our direct mail program to build a solid base of supporters from those who stand behind our men and women in service.

In addition to our direct mail program, we rely on the USPS to communicate regularly with our donors and supporters. Throughout the year, we mail our newsletter, as well as our annual holiday card, and our annual report.

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We strive to be prudent fiduciary stewards of our donors' support. Postage increases greater than the general inflation rate will have a negative impact on organizations that rely on direct mail programs to fund their operations, including America's VetDogs.

Thank you for your time and attention.

Yours sincerely,

  
Wells B. Jones, FASAE, CAE, CFRE  
Chief Executive Officer